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26 Jul 2004 Reply to  
28 June 2004 Office Action

**Amendments to the Claims**

The following listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1 – 29. (cancelled).

30. (original) A method for conducting network based marketing, comprising:  
searching a database containing a plurality of client profiles for an event pertaining to a client;  
composing a personalized message to the client pertaining to the event; and  
sending the personalized message to the client via a network.
31. (new) The method of claim 30, wherein the personalized message comprises a holiday greeting.
32. (new) The method of claim 30, wherein the personalized message comprises a birthday message.
33. (new) The method of claim 30, wherein the personalized message comprises an anniversary message.
34. (new) The method of claim 30, wherein the personalized message comprises an appointment reminder.
35. (new) The method of claim 30, wherein the personalized message comprises a prescription reminder.

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36. (new) A network based marketing system allowing a service provider to obtain new and repeat clients, the system configured to communicate a personalized promotion, the system comprising:

a database containing a plurality of client profiles, wherein each profile includes a network contact address for the respective client;

a search module configured to search the database of client profiles for an event pertaining to a client;

a merge module configured to combine a promotion with a client profile to create a personalized promotion;

a communication module configured to send the personalized promotion to the client at the network contact address for the client.

37. (new) The method of claim 30, wherein the personalized message comprises a holiday greeting.

38. (new) The method of claim 30, wherein the personalized message comprises a birthday message.

39. (new) The method of claim 30, wherein the personalized message comprises an anniversary message.

40. (new) The method of claim 30, wherein the personalized message comprises an appointment reminder.

41. (new) The method of claim 30, wherein the personalized message comprises a prescription reminder.